NEWS RELEASE

LEADERSHIP COMMITTEE APPOINTED FOR PLAN TO END HOMELESSNESS IN EDMONTON

EDMONTON, Alberta, January 31, 2008 - Mayor Stephen Mandel and Councillor Karen Leibovici today launched Edmonton's Committee to End Homelessness, a volunteer committee consisting of leading private sector and community representatives who will work together to develop an actionable plan to end homelessness in 10 years.

"We have to speak of this issue in terms of finding the real, creative and ambitious strategies to bring it to an end," said Mayor Stephen Mandel. "It's a program that demands our entire community be engaged to work with all orders of Government to bring forward a comprehensive strategy and maintain community focus on implementing all solutions." The Committee will work to dovetail with the Alberta Secretariat for Action on Homelessness established by Premier Ed Stelmach.

The committee consists of 29 business and community leaders from a range of sectors. The committee will be chaired by Linda Hughes, former Publisher of the Edmonton Journal and the vice chair will be Eric Newell, Chancellor of the University of Alberta and former President and CEO of Syncrude Canada.

"This committee will focus on these crucial issues at a time when Edmonton's homeless population is growing and affordable housing is scarce," said Linda Hughes, Leadership Committee Chair. "Our massive growth and a booming economy are only increasing the pressure on this fragile constituency and I am pleased to be able to work with such an excellent committee with a view to reversing the trends we are seeing."

Mr. Philip F. Mangano, the Executive Director of the United States Interagency Council on Homelessness travelled to Edmonton to help instruct and launch the new committee. Under Mr. Mangano's leadership, the Council developed and encouraged strategies that are evidence-based, customer-centric, and results-oriented he has worked with 325 cities across the United States in the development of 10-Year Plans, as well as with several Canadian cities

"In moving forward with the development of a 10-Year Plan that will combine political and civic will with innovative and practical initiatives, Mayor Mandel, Councillor Leibovici; and this Committee will move Edmonton beyond simply managing the crisis of homelessness to ending the disgrace," indicated Mangano. "The promise of a business-focused, results-oriented 10-Year Plan, a promise now being realized in cities large and small across the United States, is visible, measurable, and quantifiable change on your streets, in your community, and in the lives of your poorest neighbours – change that has eluded us for more than two decades. Mayor Mandel, your Council, and the

Committee are to be commended for moving forward to improve the quality of life for all citizens of Edmonton – housed and homeless alike."

"Every study of this issue indicates that the current approach to homelessness is more expensive than establishing concrete action like the Housing First approach", added Councillor Karen Leibovici. "Fundamentally this is not about charity this is sound economic investment".

The Committee will build on a planning model developed by the United States Interagency Council. Statistics released by this Council have demonstrated reductions in street and chronic homelessness in over 230 U.S. cities and counties. In Canada, there are several cities including Toronto, Vancouver, Calgary and Montreal that are implementing 10-year strategies to address homelessness.

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About Edmonton:

This is a city alive with energy and boundless opportunity - a growing economic powerhouse where business thrives and more than a million lives enjoy the freedom to explore, experiment, experience, excel and expect the most out of every day. A place like no other, Edmonton is filled with surprises great and small and a calendar packed with artistic, sporting, theatrical and cultural celebration.

For more information on Edmonton, please visit our website at: www.edmonton.ca.

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